

IoT FOR BUSINESS GRADUATES



IoT devices are being deployed all around us because of increased penetration as well as depth of usage. The IoT ecosystem involves multiple vendors like connectivity providers, cloud providers, device manufacturer etc. Therefore IoT product managers must balance outflows to their vendor ecosystem and their revenue streams in order to create a successful product like Nest. This is possible only when the deep insights into the technical merits of the solution are fully leveraged by product management, technical marketing and sales.

IoT products targeting end consumers have to be particularly sensitive toward the consistency of their consumer experience across the point of sale, devices and apps. For example, Amazon's Alexa brings an immersive experience across its devices and apps, lowering the barrier for an e-commerce transaction.

With IoT, real-time data points are here to stay and it is manifesting as Just – In-Time products, on-demand services (gig economy) and usage based pricing model. In fact the data economy is already starting to drive the next generation of business models.



Capsule Labs is founded by IoT industry veterans and offers foundational IoT projects to develop a better understanding of IoT solution. You can use any of our kits to develop novel business case for an IoT product.